



**Harbor Drive Redevelopment, Portland, OR**  
2004 Completion

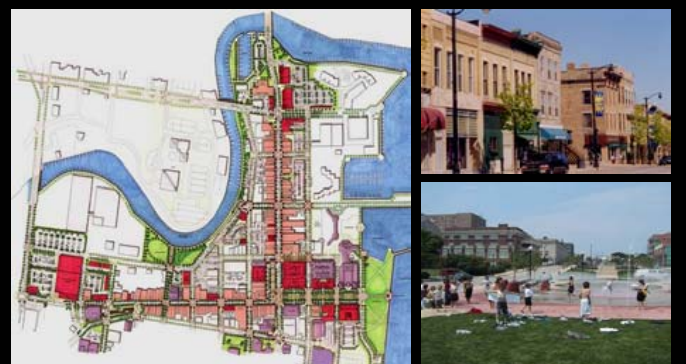


**Orenco Station TOD, Hillsboro, Oregon**

2000 Community/Town Plan, Merit Award: Gold Nugget Awards  
1999 Ahwanee Award  
1998 Master Planned Community of the Year, National Association of Home Builders



**Downtown and Riverfront Plan, Milwaukie, Oregon**  
2002 Professional Achievement in Planning Award, APA, Oregon Chapter



**Downtown Revitalization Plan Phases 1 & 2  
Racine, WI**

2001 National Honor Award for Regional & Urban Design: AIA  
2000 Special Achievement Award: International Downtown Association  
Phase I Adopted - 1999





**Downtown Knoxville Revitalization Strategy, Knoxville, TN**  
2004 Completion

## George and Don's Built Projects

- Streets
- Retail
- Historic Preservation
- Housing
- Office
- Parking Structures
- Hospitality
- Medical
- Convention Center
- Hotel
- Open Space
- Transit Stations
- Other



Before

After

**Historic Preservation**



Before

After

**Historic Preservation**



Retail



Before



After

Remodel to Mixed Use



Public Open Space



Hospitality





Before



After

Pedestrian & Bicycle Facilities



Before



After

Pedestrian & Bicycle Facilities



Streetscapes



Other



## American Architectural Foundation's Documentary: *Back From the Brink*

- Portland, OR
- Chattanooga, TN
- Suisun City, CA

## The Recipe for Saving Towns and Cities

### THE PUBLIC

- An active committed citizenry

### THE PROCESS

- **Have a plan**
- Save downtown first
- Save the past
- Return to the water or other natural assets
- Never forget the natural environment
- Create a 24-hour city
- Encourage transit
- Make the downtown pedestrian friendly

### IMPLEMENTATION

- Risk taking political leadership
- The public sector goes first
- Establish public-private partnerships
- The government establishes rules
- Find ways to bridge bureaucratic obstacles



## Findings

- High amenity cities have grown faster than low amenity cities
- Quality of life will get increasingly critical in attracting development
- Cities of the future must cater to consumers
- Attractive cities will thrive; unpleasant cities will decay

**Cities of the Future**  
"Consumer City"  
Edward L. Glaeser, Jed Kolko and Albert Saiz  
Harvard Institute of Economic Research  
July 2000

## Findings

- High amenity cities have grown faster than low amenity cities
- Quality of life will get increasingly critical in attracting development
- Cities of the future must cater to consumers
- **Attractive cities will thrive; unpleasant cities will decay**

## What is Planning?

"Urban planning should be defined as **public action (catalyst projects)** that will produce a **sustained and widespread private market reaction**. That is precisely what has occurred wherever urban planning has been successful."

Excerpted from:  
**The American City:  
What Works, What Doesn't**  
by Alexander Garvin

## Catalyst Projects

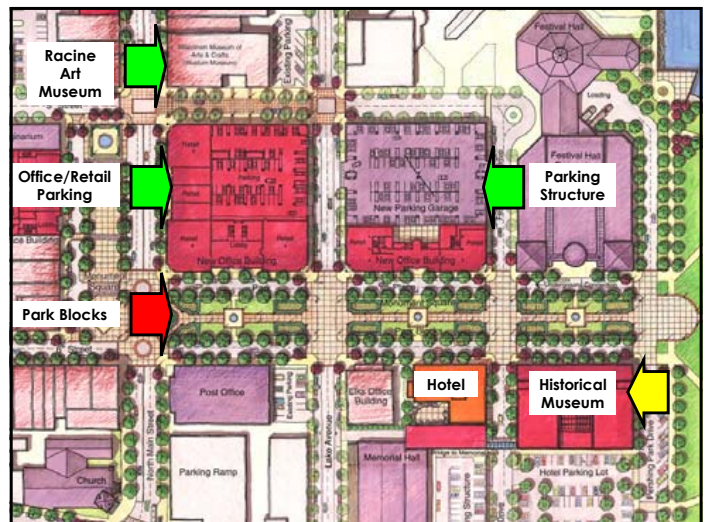
- 1) Are strategically located
- 2) Change the public's perception of an area
- 3) Stimulate new development
- 4) Produce revenue to offset the cost of improvements

1999

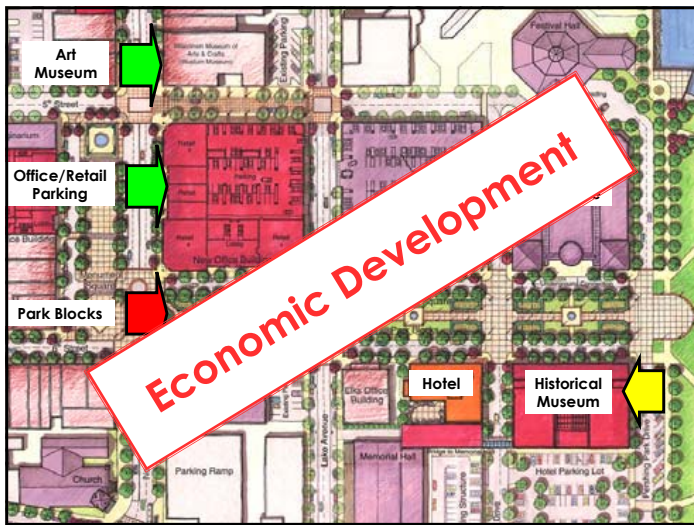


Before

Catalyst Project







- 1) Process
- 2) Public Involvement
- 3) Design Proposals
- 4) Implementation Strategy

## Typical Approach

- 1) Process
- 2) Public Involvement
- 3) Design Proposals
- 4) Implementation Strategy

### Typical Approach

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Arbitrary

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Not Meaningful

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Arbitrary

Not Meaningful

Vague

### Typical Approach

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- 1) Process
- 2) Public Involvement
- 3) Design Proposals
- 4) Implementation Strategy

Arbitrary

Not Meaningful

Vague

Weak